Citizen Preparedness Surveys Database

SUBMITTED TO:

Department of Homeland Security

September 11, 2001, to present

SUBMITTED BY:

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Introduction

The Department of Homeland Security (DHS) Office of Community Preparedness has tasked Macro International Inc., an Opinion Research Corporation company (ORC Macro), to research, track, and cross analyze household-level surveys related to individual citizen preparedness. The *Citizen Preparedness Surveys Database* is the compilation of research used to develop the *Citizen Preparedness Review (CPR),* which is prepared and distributed several times during the year. The CPRs summarize the findings of these surveys, analyzes the survey instruments used, and compares results across surveys in an effort to identify information that will prove useful for DHS in developing policy and guidance to achieve greater community preparedness.

Methodology

In July 2005, ORC Macro began development of a Citizen Preparedness Surveys Database. The methodology included selection criteria for studies to be included in the Database, the method for finding such surveys, and the information that would be collected in the Database itself.

Selection Criteria: The studies are selected on the basis of three main criteria.

1) The study must include a household-level survey. While the data collection must be at the individual level, the population surveyed may be national, regional, or city-based, or may even survey a particular segment of the population, such as Katrina evacuees or people with disabilities.

2) The study must examine individual concerns about, or preparedness for, a disaster or terrorist attack. This criterion was purposefully broad so that potentially relevant information would not be overlooked.

3) All studies collected have been conducted after the tragedy of September 11, 2001. It was determined that the events of 9/11 changed the research climate substantially enough to make prior studies less relevant to the current research climate.

Finding the Studies: As the Database continues to expand, the great majority of surveys are found through systematic Internet searches and press coverage of newly released research. ORC Macro uses a number of queries on Internet search engines, including combinations of search terms such as:

- ◆ "emergency preparedness"
- ◆ "disaster preparedness"
- ◆ "terrorism preparedness"
- ◆ "household survey"
- ◆ "survey"
- ◆ "readiness"

Results of these queries are examined carefully to determine if they are relevant to the Database or contain leads to potentially relevant studies. Upon finding a study that meets the three criteria or a lead toward such a study, ORC Macro follows up with directed searches to the particular study through the name of the study, the organization that conducted it, or the individual credited for the report. ORC Macro exhausts all available queries in an attempt to find the survey results, study report, questionnaire, and potential contact information. ORC Macro may also attempt to contact the organization to request missing information.

Information Collected: ORC Macro has created an expanding Database of all studies that satisfy the selection criteria. The information in the Database includes the following:

⇒ Internet addresses for key survey documents
⇒ Population surveyed (e.g., national or local)
⇒ Year study published and fielding period
⇒ Methodological information
   o Sample size
   o Mode (phone, Internet, paper)
⇒ The organization that actually conducted the survey
⇒ The primary organization responsible for the survey
⇒ A summary of the relevant topics covered by the survey

The Database
Surveys contained in the Database come from many different sources including state and local governments; academic and nonprofit organizations; news organizations; and private corporations. Some of the studies have been conducted only once, while others have been conducted multiple times.

The Database is organized in reverse chronological order, with the most recently published study (by year/month) at the top. The Database includes not only the logistics of the studies (e.g., population, sample size, response rate, data collection modes, sponsors, etc.), but also the major areas of interest covered, so that readers can easily identify surveys covering topics of interest.

This Database will continue to expand over time in an effort to provide a comprehensive repository of survey research being conducted on the issue of citizen preparedness. If you are aware of survey research that meets the stated criteria that is not listed here, please feel free to contact ORC Macro at citizenpreparedness@mmail.orcmacro.com or Citizen Corps at citizencorps@dhs.gov or 1-800-368-6498. And please also be sure to read the *Citizen Preparedness Reviews*, posted on the Internet at www.citizencorps.gov/ready/research.

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	A	B	C	D	E	F	G	H	I	J
1	**Study Name**	**Web Link**	**Population Segment**	**Year Published**	**Fielding Period**	**Number of Respondents**	**Survey Mode**	**Survey Researcher or Organization**	**Sponsoring Agency/ Organization**	**Topics**
2	American Red Cross	http://www.redcross.org/pressrelease/0,1077,0_314_5681,00.html	National	2006	10/6/2006	Not Available	Not Available	National Fire Protection Association	American Red Cross	•Fire escape plan •Fire prevention and safety
3	Pandemic Influenza Survey	http://www.hsph.harvard.edu/panflu/panflu_release_topline.doc	National	2006	9/28/2006 through 10/5/2006	1,697	Phone	ICR/International Communications Research of Media (PA)	Harvard School of Public Health	•Familiarity with the term "pandemic flu" •Willingness to cooperate with public health officials •Willingness to follow public health recommendations to stay at home •Home care for sick in a severe pandemic •Likelihood of problems with staying at home •Consequences of staying at home •School closings and pandemics •Financial problems caused by a pandemic •Work and pandemics
4	Where the American Public Stands on Terrorism and Preparedness Four Years after September 11, One-Year after Hurricane Katrina	http://www.ncdp.mailman.columbia.edu/files/2006_white_paper.pdf	•National •Louisiana •Mississippi •New York City •New York state	2006◊	7/19/2006 through 8/7/2006	1,207	Phone	Marist Institute of Public Opinion	National Center for Disaster Preparedness (Mailman School of Public Health)/ The Children's Health Fund	•Worry about future terrorist attacks •Confidence in government to protect against terrorist attack, secure airports, protect water/nuclear power plants •Confidence in healthcare system to provide information and respond to attack •Community preparedness •Family preparedness •Willingness to evacuate immediately •Trust in individual public officers to provide reliable information
5	Citizen Disaster Preparedness Survey	http://www.surveymonkey.com/DisplaySummary.asp?SID=2224059&U=222405949612	Adams County (Quincy, IL)	2006	8/11/2006	456	Internet and paper	Adams County Citizen Corps	Not Available	•Types of disasters that are most concerning •Intended sources for information seeking during disaster •Emergency plans •Emergency kits •Change in preparation •Motivation for preparation •Knowledge and attitudes about local warning system •Self-efficacy •Motivation and barriers to training and volunteerism •Attitudes about crime prevention •Awareness of local Citizen Corps

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6	How Prepared Are We, New York?	http://www.nyu.edu/ccpr/pubs/NYU-RedCrossPreparednessReport.pdf	New York	2006	2/28/2006 through 3/15/2006	1,000	Phone	Princeton Survey Research Associates International	Center for Catastrophe Preparedness and Response	•Level of preparedness •Preparedness plans •Emergency kits •Preparedness information and training
7	California Earthquake Preparedness as part of Consumer Confidence Survey	http://www.sjsu.edu/spri/06survey/quakepressr.pdf	California	2006	3/2006	955	Not Available	San Jose State University Survey & Policy Research Institute	Associated Press	•Perceptions of individual preparedness for a major earthquake •Perceptions of government preparedness for a major earthquake •Consumer confidence in state infrastructure •Consumer expectations in of a major earthquake
8	Ready Campaign	http://www.dhs.gov/xnews/releases/pr_1158352912618.shtm	National	2006	2006	Not Available	Not Available	Advertising Council	Department of Homeland Security	•Importance of being prepared •Steps taken to prepare •Emergency kits •Emergency plans •Searches for information about preparedness
9	Differences in Individual-level Terrorism Preparedness in Los Angeles County (in the American Journal of Preventive Medicine)	Available upon request	Los Angeles County	2006	10/2002 through 2/2003	1,038	Phone	Eiseman, Wold, Fielding, et al.	Research from the RAND Corporation; funded in part by NGO First 5 LA, the California Dept. of Health Services, the federal Public Health Response and Bioterrorism Preparedness Program, CDC Public Health Preparedness and Emergency Response for Bioterrorism Cooperative Agreement	•Emergency supplies •Development of emergency plan in past year in response to possibility of terrorism •Demographics and sociographics •Perceived likelihood of terrorist attack
10	Emergency Preparedness	http://www.nod.org/Resources/PDFs/episurvey05.pdf	National	2005	12/1/2005	1,001	Phone	Harris Interactive	National Organization on Disability	•Concern about terrorism and natural disasters •Change in level of concern •Knowledge of who to contact in an emergency •Evacuation plan at home and work •Rating of local, state, and federal government •Rating of non-profits, faith-based orgs., and corporations

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11	Confidence in Anti-Terror Response Drops	http://abcnews.go.com/Politics/print?id=1189755	National	2005	10/1/2005	1,014	Phone	International Communications Research	ABC News	•Preparedness measures taken •Confidence in government's ability to respond •Security of nuclear material •Safety level of United States •Level of preparedness •Motivators for preparedness
12	The Katrina Effect on American Preparedness	http://www.nyu.edu/ccpr/katrina-effect.pdf	National	2005	10/1/2005	1,004	Phone	Not Available	Center for Catastrophe Preparedness and Response	•Level of preparedness •Challenges to preparedness •Confidence in local and federal government •Confidence in charitable organizations
13	ORC Macro Post-Katrina Survey	http://www.orcmacro.com/ORCMacroPreparednessSurvey.pdf	National	2005	10/1/2005	1,071	Phone	ORC Macro	ORC Macro	•Perceived preparedness •Reasons for not feeling prepared •Fatalism •Who is relied on in a time of disaster •Disaster plan •Emergency supply kits •Actions taken in last three months •Motivation for taking actions
14	Katrina Evacuee Survey	http://www.kff.org/newsmedia/upload/7401.pdf	Katrina Evacuees in Houston Shelters	2005	9/1/2005	680	In-person	International Communications Research	Kaiser Foundation/Harvard/ Washington Post	•Reception of evacuation order •Clarity of evacuation order •Prior disaster kit and disaster plan •Reason for not evacuating •Rating of government response •Experience with evacuation/rescue
15	The Aftershock of Katrina and Rita: Public Not Moved to Prepare	http://www.excelgov.org/UserFiles/File/America%20Get%20Prepared%20report.pdf	National	2005	8/2005	1,008	Phone	Peter D. Heart Research	Council for Excellence in Government and the American Red Cross	•Level of preparedness •Motivators for preparedness •Familiarity with local government, school and workplace emergency plan •Emergency supplies, to go kit, evacuation plan, meeting place •Likelihood of natural disaster, terrorist attack, or emergency situations •Knowledge of appropriate steps •Trust in information source •Reasons for not taking steps •Trust in government •Fatalism •Responsibility for preparation •Willingness to volunteer

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16	Preparedness for Emergency Events	http://www.nyc.gov/html/oem/downloads/pdf/marist_june05.pdf	New York City	2005	6/2005	876	Phone	Marist Institute of Public Opinion	New York City Office of Emergency Management	•General preparedness •Informed about what to do in an emergency •Emergency plan and supplies •Reasons for not being prepared
17	WA Office of Emergency Management Benchmark Survey	http://metrokc.gov/prepare/docs/OEM_survey_ppt.pdf	Puget Sound, WA (King, Pierce, & Snohomish Counties)	2005◊	6/2005	500	Phone	Survey USA/Belo Marketing Solutions	Office of Emergency Management	•Family emergency plan •Where to see information on preparedness planning •What is most helpful for preparedness planning •Familiarity with shelter in place •Knowledge of children on what to do in an emergency •Most threatening disasters
18	New Yorkers Concerned about Preparedness for Future Terrorist Attacks	http://www.maristpoll.marist.edu/nycpolls/TR050405.htm	New York City	2005	3/2005	1,012	Phone	Marist Institute of Public Opinion	Marist Institute of Public Opinion	•Adequacy of community response plan •Confidence in government's ability to protect targets •Family emergency plans and supplies •Fairness of government allotment of money for preparedness provided to NYC •Worry about another major terrorist attack
19	Emergency Preparedness Survey	http://www.gorvis.com/Common_Ground_Campaign_8-8-05.pdf	National	2005	Not Available	502	Not Available	iQ Research and Consulting	Operation Hope	•Likelihood of major natural disasters and terrorist attacks in area •Perceived preparedness (pre- and post-survey) •Community/town evacuation route •Communication plan •Plan for pets •Likelihood of give preparedness kit as gift •What to take in time of evacuation •Possession of personal safety/hygiene items •Possession of personal documents •Possession of financial documents •Possession of medical documents •Concern about various threats

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20	National Capital Region Emergency Preparedness Campaign	http://www.makeaplan.org/press/MeasuringPreparedness.pdf	National Capital Region	2005	Not Available	1,800	Phone	Not Available	National Capital Region	•Knowledge of preparedness •Where people would go for information •Usefulness of personal plan •Communication plan •Knowledge of who to contact in an emergency •Evacuation plan •Familiarity with school plan •Completeness of disaster kits •Recency with which plans have been discusses
21	Metropolitan Philadelphia Indicator Project	http://www.temple.edu/cprep/PDFs/surveyrpt-0405%5B2%5D%5B1%5D.pdf	Philadelphia metropolitan area	2004	11/2004	1000	Phone	Temple University's Metropolitan Indicators Project and its Institute for Survey Research	Temple University/The William Penn Foundation/Pennsylvania Department of Health	•What they have ever done to prepare •How important they perceive it is that they public be aware of steps toward preparedness •How confident they are that they are prepared •Confidence in government •Perceived benefits from an emergency plan •Confidence in homeland security laws and security procedures •Privacy rights •Predicted actions during a terrorist event •Concern about certain events that could impact their community in next two years •Awareness of state preparedness guide •Personally affected by various emergency events •Awareness of measures being taken •Feelings around terrorism
22	King County Office of Emergency Management Disaster and Emergency Preparedness Survey Research	http://www.metrokc.gov/prepare/docs/OEM_hebert_report.pdf	King County, WA	2004	11/2004	490	Phone	Herbert Research, Inc.	King County Office of Emergency Management	•Worry about possibility of disaster •Preparation for disaster •Level of preparation •Worst type of disaster •Type of disaster most prepared for •Preparedness level of community •Workplace preparedness •Community organizations like Neighborhood Watch •Interest in participating in community preparedness organization •Opinions about homeland security and warning system •Believability of potential spokesman/woman for preparedness and disaster response •Motivation to prepare

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23	Virginians' Attitudes toward Emergency Preparedness	http://www.vaemergency.com/newsroom/2005VCUSurvey.pdf	Virginia	2004	8/2004 through 9/2004	803	Phone	VCU Center for Public Policy	Virginia Department of Emergency Management	•Knowledge of how to prepare •Number of days that respondent is prepared to be self sufficient •Emergency supplies (details) •Motivations to become more prepared •Barriers from being more prepared
24	Attitudes and Behaviors Toward Disaster Preparedness	http://www.redcross.org/images/pdfs/attitudes_1.pdf	National	2004	6/2004	1,001	Phone	Wirthlin Worldwide	American Red Cross	•Actions taken toward disaster preparedness •Importance of being prepared •Reasons for not being prepared
25	City Virginia Beach Disaster Preparedness Survey	http://www.vbgov.com/dept/volunteer/vgn_files/VBCCC_DisasterPreparednessSurvey_07202004.pdf	Virginia Beach, VA	2004	May 2004 through June 2004	300	Phone	Continental Research	City of Virginia Beach	•City preparedness for types of disasters •Knowledge of how to prepare when warned •Existence of family action plan •Will individuals in your community help •Existence of people in community that would need additional assistance •Interest in volunteering to prepare and respond to disaster •Concern about types of disasters (weather vs. terrorism) •Familiarity with CERT or Neighborhood Watch •Knowledge of disaster related contact numbers
26	Redefining Readiness	http://www.cacsh.org/pdf/AppendixToStudyReport.pdf	National	2004	1/2004 through 6/2004	2,545	Phone	Survey Research Center (University of Michigan)	Center for the Advancement of Collaborative Strategies in Health	•Perceptions around types of attacks •Vulnerability about the possibility of attack •Knowledge and concern about smallpox and smallpox •Perceived personal actions if smallpox outbreak occurs •Trust in government •Information source if a smallpox outbreak occurs •Knowledge about dirty bombs and what would you do in different scenarios •Awareness of community plan •Preparedness of community •How important is community preparedness

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27	Local Disaster Preparation	http://etownpanel.com/pdf/Special%20Report%20_2_July2004.pdf	•National •New York City	2004	5/2004	659	Internet panel	E Town Panel	Citizens for NYC	•Types of disaster that are most concerning •Compliance with NYC's OEM recommendations •Reading of NYC's preparedness guide •Discussion about preparedness •Contact by local groups regarding information and volunteering •Confidence in institutions
28	Preparedness in Maine: Attitudes and Realities	http://www.maineservicecommission.gov/reports/pdfs_not_in_db/PREPAREDNESS%20IN%20MAINE-final01-04-05.pdf	Maine	2004	4/2004	612	Phone	University of Maine Survey Research Center	Citizens Corps	•Recognition of Citizen Corps •Worry about types of disasters •Futility of preparation •Individual preparation by type of disaster •Who is relied on in time of disaster •Items possessed for disaster •Actions taken to prepare •Motivations to take action •Community plan •Best way to provide information •Training received and motivation •Volunteering
29	Duracell/Harris	Available upon request	•New York City •San Francisco •Chicago •Detroit •Washington DC •Boston •Los Angeles •Philadelphia •Atlanta •Dallas	2004◊	2/2004	2,012	Phone	Harris Interactive	Duracell	•Priority of disaster preparedness •Disaster plans •Level of preparedness •Disaster supply kit •CPR training •Length of survival without supplies •Types of disasters to be prepared for •Most feared disasters •Workplace and school emergency plans

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30	From the Home Front to the Front Lines: America Speaks Out about Homeland Security	http://www.excelgov.org/admin/FormManager/filesuploading/Homeland_Full_Report.pdf	National	2004	2/8/2004	1,633	Phone	Hart-Teeter	Council for Excellence in Government	•Level of concern •Knowledge of state and local governments, schools, and workplace of emergency plans •Trust in government •Satisfaction with government on civil liberties •Ranking of policy priorities •Types of attacks and targets that most concern •Steps taken in preparation •Where information is sought about emergencies •Opinions about the Patriot Act •Government success/failure to handle particular security concerns •Support for Terrorism Hotline •How to pay for homeland security measures
31	Gallup/USA Today/CNN	Available upon request	National	2004◊	Not Available	1,000+	Phone	Gallup	Not Available	•Worry about future terrorist attacks •Efforts of government to increase feelings of safety •Likelihood of future attacks •Effectiveness of government warning systems •Opinions on policies •Readiness by family, community, first responders, federal government for terrorist attack •Steps taken for preparation •Thoughts about response to threat
32	America Prepared Campaign	Available upon request	National	2003	12/1/2003	1,004	Phone	Luntz Research Companies	Not Available	•Knowledge of components of family preparedness plans •Knowledge of types of dangers •Knowledge of how to react in particular situations •Prepared a family communication plan •Prepared an emergency kit
33	American Red Cross Disaster and Emergency Preparedness Poll	http://www.redcross.org/press/disaster/ds_pr/0903poll.pdf	National	2003	8/2003	1,000	Phone	ORC International	American Red Cross	•Confidence in preparedness among different locations •Information received about disaster preparedness in past 12 months •Have a disaster kit, created plan, or received training •Information sources for training on preparedness •Information received about child's school plan or work plan

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34	Federal Computer Week/ Pew	http://www.pewinternet.org/pdfs/PIP_Preparedness_Net_Memo.pdf	National	2003	8/2003	1,001	Phone	Princeton Survey Research Associates	FCW/Pew	•Worry about future terrorist attacks •Where respondents would seek information in case of attack •Trust in government information in case of attack •Notification technology •Civil liberties/privacy •Concern about cyber attacks •Using preparedness information online •Effectiveness of government warning system
35	Two Years Later: Terrorism and Civil Liberties	http://www.cbsnews.com/htdocs/CBSNews_polls/poll_back090803.pdf	•National •New York City	2003	8/2003	930	Phone	Not Available	CBS/New York Times	•Increased feelings of safety since Sept. 11 •Perceptions of whether another terrorist attack will occur •Concerns about civil liberties •Effectiveness of government warning system
36	ORC Macro	Available upon request	National	2003	6/2003	2,002	Phone	ORC Macro	ORC Macro	•Concern about various threats •Perceived preparedness •Accountability during a disaster •Existence of disaster plan •Existence and contents of emergency supply kit •Reasons for not having emergency supply kit •Actions taken in last two years •Motivation for taking action •Confidence to help someone in an emergency •Training received and motivation •Existence and importance of neighborhood plan •Volunteering and motivation •Awareness of Citizen Corps
37	Americans Speaking Out on Bioterrorism and U.S. Preparedness to Address Risk	http://www.lspa.com/polls/pdf/02report-d7.pdf	National	2002	10/2002	1,002	Phone	Lake Snell Perry & Associates	Robert Wood Johnson Foundation	•Concern about types of terrorist attacks •Preparedness for biological or chemical attack •Preparedness for smallpox (federal government, local hospitals) •Willingness to get smallpox vaccine •Who would you trust for information on about or in the case of a biological attack •Public health importance and priorities

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38	Survey Project on America's Response to Biological Terrorism	http://www.hsph.harvard.edu/press/releases/blendon/report.pdf	National	2002◊	5/2002	1,015	Phone	International Communications Research	Harvard School of Public Health	•Worry about opening mail •Trust in individual public officials to provide reliable information •Actions taken in response to threat •Information sought about anthrax or smallpox •Discussed plan at work/school/residence •Perceived survivability of anthrax
39	National Survey on Public Perceptions of Risk from Bioterrorism and Other Health Threats	http://healthyamericans.org/newsroom/releases/surveymemo0515.pdf	National	2002◊	3/2002	1,000	Phone	Mellman Group	Trust for America's Health	•Likelihood of biological attacks •Local public health systems preparedness for attack •Public health importance (funding) •Policy: single agency to coordinate public health
40	Household Natural Hazard Preparedness Survey	http://www.guamhs.org/pdf/mitigation/3/HowTo3Appendix%20E_Household%20Survey.pdf	Oregon	2002	2/2002	744	Mail	Oregon Natural Hazard Workgroup	Partnership for Disaster Resistance	•Whether and what type of natural disaster experienced •Concern about types of disasters •Received information on home/family safety •Preferred source and format of information •Type of preparedness activities •Time/money willing to spend on preparedness •Preparedness items •Household modifications •Incentives (tax breaks, insurance discount, etc.)
41	Public Response to a National Tragedy	http://www.norc.uchicago.edu/projects/reaction/index.asp	•National •New York City	2002◊	Not Available	2,126	Phone	National Opinion Research Center (NORC) at the University of Chicago	Not Available	•National pride •Confidence in institutions •View of world and perceptions of human goodness •Actions after Sept. 11 (donated to charity/volunteers, prepared for attacks, etc.) •Learning of, talking about, and emotional response to Sept. 11
42	2001 Public Opinion Poll on Bioterrorism and Research	http://www.researchamerica.org/polldata/2001/bioterrorism2001.pdf	National	2001	11/2001	Not Available	Not Available	Harris Interactive	Research! America	•Likelihood of biological attacks •Local public health systems preparedness for attack •Public health importance (funding) •Policy: single agency to coordinate public health